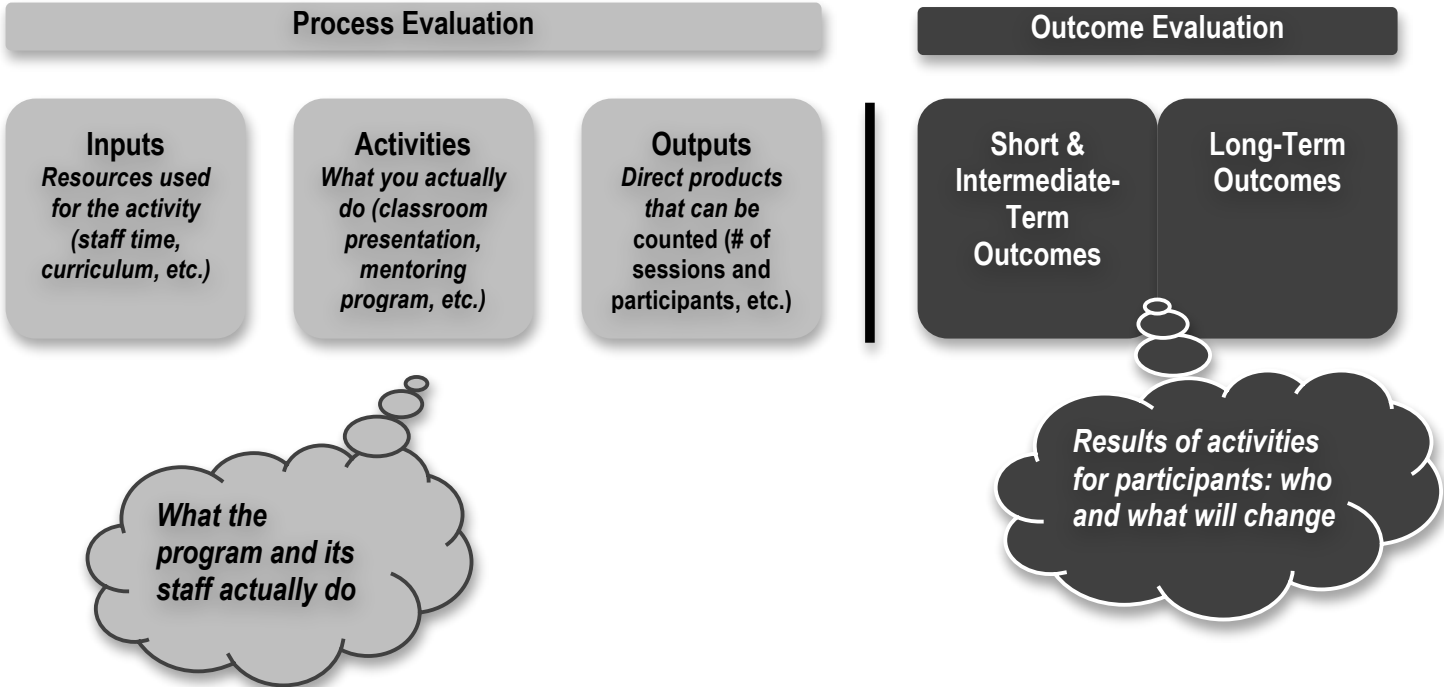


Process or Outcome?
How to distinguish between process evaluation and outcome evaluation

Process and outcome evaluation are both very important. Process evaluation focuses on *how an activity was implemented*, while outcome evaluation looks at the *effects or results* of the activity. The table below lists the kinds of questions asked by process and outcome evaluation.

Process	Outcome
<ul style="list-style-type: none"> ▪ What was actually implemented, by whom, and for whom? (description and number of activities, locations, staff and participant characteristics, etc.) ▪ How many people did we reach? (number of participants) ▪ How much of the activity did people get? (“dose;” e.g., number and length of sessions) ▪ Did we implement it as intended? Were we faithful to the model (“fidelity” for evidence-based programs)? What modifications were made and why? ▪ Were participants satisfied with the activity, and what suggestions did they have for improving it? ▪ Was the activity appropriate for our community? (fit, cultural relevance, organizational capacity, etc.) ▪ What barriers were encountered during implementation? 	<ul style="list-style-type: none"> ▪ Did it work? ▪ Did we accomplish what we set out to do? ▪ Did our activity achieve a change in knowledge, attitude, behavior or skill among participants?

The figure below illustrates where process and outcome evaluation fit on a logic model.



Source for diagram: Pascale Wortley, MD, MPH, Immunization Services Division, NCIRD, April 17, 2008; <http://www.cdc.gov/vaccines/programs/progeval/downloads/eval-course-3rd.ppt>
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